

VINIT PANKAJKUMAR LAD

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PROFESSIONAL SUMMARY

- **Frontend Developer & UI Designer** with **8+ years** of experience delivering high-performance, SEO-optimized websites using **HTML5, CSS3, JavaScript**, and frameworks like **Bootstrap, Magento, WordPress, WooCommerce, and Shopify**.
- Developed and optimized **80+ websites**, reducing load times by **30%**, improving user engagement by **25%**, and ensuring seamless cross-browser compatibility.
- Streamlined development workflows, collaborating with designers, developers, and project managers to resolve frontend challenges and enhance user experience.
- Passionate about **modern web technologies**, continuously improving **UI/UX design, responsive layouts, and scalable digital solutions**.

WORK EXPERIENCE

Frontend Web Developer – Freelancer (Aug 2016 – Present)

- Led end-to-end development and launch of **10+ responsive websites**, handling **client consultations, project pitching, and self-marketing** to successfully on-board projects. Managed **custom website design, content creation, responsiveness checks, and issue resolution**, ensuring **100% accessibility compliance and seamless cross-browser performance**.
- Provided comprehensive web solutions beyond development, including **web graphics editing, domain/hosting/SSL management, social media profile setup, SEO optimization, and post-launch support**. Effectively coordinated with developers, managed invoicing, and ensured **timely project delivery** while maintaining high client satisfaction.

HTML Coder – WFH (Dec 2019 – May 2024)

Verz Design, Singapore | www.verzdesign.com

- Developed & launched **50+ responsive websites**, achieving pixel-perfect design, **100% accessibility compliance, and seamless cross-browser performance**.
- Enhanced website speed by **30%**, optimizing images, scripts, and CSS for improved performance and engagement.
- Resolved complex frontend issues **40% faster**, minimizing downtime and ensuring optimal user experience.
- Integrated UI/UX designs with backend APIs, enhancing site functionality and usability.

Web & Graphic Designer (Sept 2015 – Nov 2019)

Xira Infotech, Vapi | www.xirainfotech.com

- Converted **15+ PSD designs into responsive websites**, improving user engagement by **10%** across devices.
- Optimized website performance, increasing cross-browser compatibility by **95%**.
- Designed marketing visuals, boosting campaign success by **15%** and strengthening brand identity.
- Collaborated with clients & marketing teams, implementing digital solutions that enhanced online presence.

EDUCATION

- **Bachelor of Engineering (Information Technology)** – *IETE, New Delhi (Incomplete due to medical reasons)*
- **Higher Secondary (XIIth)** – *Maharashtra State Board of Secondary Education, 2008*
- **Secondary (Xth)** – *Maharashtra State Board of Secondary Education, 2006*

TECHNICAL SKILLS

- **Frontend Development & UI/UX:** HTML5, CSS3, JavaScript, Responsive Design, Adobe Photoshop, Figma.
- **Frameworks & CMS:** Bootstrap, Magento, WordPress, WooCommerce, Shopify.
- **Version Control & Debugging:** Git, Jira, & DevTools, troubleshooting complex frontend issues.
- **SEO & Optimization:** SEO Best Practices, Structured Data, Performance Tuning.

TRAINING & CERTIFICATIONS

- **Trainee Programmer** (2-month training in **ASP.NET with C#**) – *Evologic SoftTech, Bhilad, Gujarat*
- **Diploma in Web Design** – *ITech Connect, Pune*
- **Certificate in ASP.NET with C#** – *NICT, Bhilad*
- **Advanced JAVA** – *NICT, Bhilad*
- **UI & UX Assessment** – *LearnTube by CareerNinja*
- **Introduction to React JS** – *LearnTube by CareerNinja*
- **Canva Essentials & Graphic Design Essentials** – *CANVA*

LANGUAGES

English, Gujarati (Native), Hindi, Marathi

CAREER OBJECTIVE

A results-driven **Frontend Developer & UI Designer**, leveraging expertise in **HTML, CSS, JavaScript, and UI/UX design** to build high-performance, user-friendly web applications. Passionate about **responsive design, cross-browser compatibility, and optimization**, I strive to contribute **innovative digital solutions** and collaborate with dynamic teams to deliver **exceptional user experiences**.

DECLARATION

I confirm that the information provided in this resume is accurate and complete. I understand that the company may verify these details, and any discrepancies found may impact my employment as per company policies.

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